

## EDUCATION & HONORS

Kenyon College  
Class of 2013  
B.A. in English  
Art History minor & Women's & Gender  
Studies concentration  
New York Women in Communications Inc.  
Scholarship Winner (2009)

## SKILLS

Proficient in Microsoft Office, Wordpress,  
social media platform management

## EXPERIENCE

### Glossy Pop (Glossy)

#### Senior Reporter

April 2021 – Present

- Single handedly launch a new vertical, Glossy Pop, focused on the intersection of beauty, fashion and pop culture
- Ideate and report four stories weekly, each with more than two sources
- Developed and launched the weekly Glossy Pop newsletter, sent to 30,000 recipients
- Host monthly episodes of the Glossy Beauty Podcast featuring celebrities and top influencers including Molly Sims, Mikayla Nogueira, Vanessa Hudgens and more
- Help develop, secure speakers and sponsors for day long Glossy Beauty Pop summit event

### CEO, Sara Spruch-Feiner, LLC.

#### Writer and Consultant

May 2013 – Present

- Pitch and write beauty, fashion, and lifestyle pieces for a range of print and digital media, including Marie Claire, Harper's Bazaar, Fashionista, Allure, Observer, Coveteur, Yahoo, Popsugar, Stylecaster, Elle, and Bustle
- Provide copywriting and brand strategy consulting for retail and lifestyle brands, including Peet Rivko, Willing Beauty, Rent The Runway, WetBrush, Biolonic, True Botanicals, and Daily Harvest

### Oliver Agency, UStudio at Unilever

#### Associate Creative Director Copy (Freelance)

January 2019 – June 2019

- Write packaging and fulfill other copy and content needs across Unilever's 500+ brand portfolio as part of their in-house marketing agency
- Write sizzle videos scripts, social media, taglines and more for Unilever brands including St. Ives, Vaseline, Seventh Generation, and Suave
- Write paid social campaigns across all platforms and manage monthly social content calendar for ice cream brand, Culture Republick
- Managed Twitter copy in war room for Dove on Grammy's night 2019

### L'Oréal PPD

#### Freelance Copywriter

September 2016 – October 2017

- Created copy assets for beauty brands Redken, Pureology, and Mizani, including product names, Facebook and Instagram ad copy, website copy, styling guides, and store collateral for consumer retailers such as Ulta and professional retailers such as Salon Centric

### Peach & Lily

#### Director of Content Marketing

December 2015 – August 2016

- Created engaging content to introduce consumers to the fast-paced Korean beauty market, including spearheading and managing blog for which I interviewed foremost industry experts, writing marketing emails, and product copy, conceiving and executing marketing campaigns
- Managed two Instagram accounts and grew audience and developed influencer marketing program, including outreach, gifting, and follow-up.

### BlackBook Magazine

#### Fashion News Editor & Social Media Editor

July 2014 – July 2015

- Led ideation and content creation for beauty and fashion sections.
- Wrote and produced up to 5 shopping and lifestyle features per day for digital site, bbook.com, and organized publication of stories onto social media platforms via Sprout Social